



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-08-2012 PAGE: 1 of 3

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

Contract No 401884	Contract Dt 10-08-2012	Revision Dt 10-08-2012	Rev# 1	Advertiser CASEY FOR SENATE, BOB	Brand BOB CASEY FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 245983	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-09-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245983					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	10-09-2012	10-12-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30		1	1	1	1			4	1,000	4	4,000.00
2	10-15-2012	10-15-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30	1							1	1,000	1	1,000.00
3	10-09-2012	10-12-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				8	30		2	2	2	2			8	2,000	8	16,000.00
4	10-15-2012	10-15-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				8	30	2							2	2,000	2	4,000.00
5	10-09-2012	10-12-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				8	30		2	2	2	2			8	2,000	8	16,000.00
6	10-15-2012	10-15-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				8	30	2							2	2,000	2	4,000.00
7	10-09-2012	10-12-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30		1	1	1	1			4	800	4	3,200.00
8	10-15-2012	10-15-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30	1							1	800	1	800.00
9	10-09-2012	10-12-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				9	30		1	1	1	1			4	3,000	4	12,000.00
10	10-15-2012	10-15-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				9	30	1							1	3,000	1	3,000.00
11	10-13-2012	10-13-2012	06:00PM - 07:30PM	6-730P SAT NEWS (7191)				9	30							1	1	1,000	1	1,000.00
12	10-09-2012	10-12-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				9	30		1	1	1	1			4	2,500	4	10,000.00
13	10-15-2012	10-15-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				9	30	1							1	3,000	1	3,000.00
14	10-09-2012	10-12-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)				9	30		1	1	1	1			4	2,500	4	10,000.00
15	10-15-2012	10-15-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)				9	30	1							1	3,000	1	3,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
16	10-15-2012	10-15-2012	08:00PM - 10:00PM	PRIME MO8 (7008)				9	30	2							2	10,000	2	20,000.00
17	10-09-2012	10-09-2012	10:00PM - 11:00PM	PRIME TU10 (7016)				9	30		1						1	9,000	1	9,000.00
18	10-14-2012	10-14-2012	09:00PM - 10:00PM	PRIME SU9 (7050)				8	30							1	1	13,000	1	13,000.00
19	10-09-2012	10-14-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30		1	1	1	1	1	1	6	3,200	6	19,200.00
20	10-15-2012	10-15-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30	1							1	3,200	1	3,200.00
21	10-14-2012	10-14-2012	09:00AM - 09:30AM	WEEKEND NWS 9-1030A SU (7057)				9	30							1	1	600	1	600.00
22	10-13-2012	10-14-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)				9	30						1	1	2	800	2	1,600.00
23	10-13-2012	10-13-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				9	30						1		1	700	1	700.00
24	10-15-2012	10-15-2012	10:00PM - 11:00PM	PRIME MO10 (7010)				9	30	1							1	6,000	1	6,000.00
25	10-10-2012	10-10-2012	10:00PM - 11:00PM	PRIME WED MOVIES/SPECIALS (7022)				9	30			1					1	6,000	1	6,000.00
26	10-10-2012	10-10-2012	09:00PM - 10:00PM	PRIME WE9 (7020)				8	30			1					1	12,000	1	12,000.00
27	10-11-2012	10-11-2012	08:00PM - 09:00PM	PRIME TH8 (7038)				9	30				1				1	4,000	1	4,000.00
28	10-12-2012	10-12-2012	10:00PM - 11:00PM	PRIME FR10 (7044)				9	30					1			1	3,000	1	3,000.00
29	10-14-2012	10-14-2012	08:00PM - 09:00PM	PRIME SU8 (7049)				8	30							1	1	7,150	1	7,150.00
30	10-14-2012	10-14-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)				9	30							1	1	1,000	1	1,000.00

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31	10-09-2012	10-09-2012	08:00PM - 09:00PM	PRIME TU8 (7014)				9	30		X							2	5,000	2	10,000.00
32	10-09-2012	10-09-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				9	30		X							1	3,000	1	3,000.00
																	Contracted Gross Total:		71	210,450.00	
																	Actual Gross Total:		71	210,450.00	
																	Agency Commission:			31,567.50	
																	Net Total:			178,882.50	
Month/YR			Preempted	Made Good		Contract Total			Adjustments								Actual Total				
Oct 12			0.00	0.00		210,450.00			0.00								210,450.00				
TOTAL			0.00	0.00		210,450.00			0.00								210,450.00				

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